



AUGER-ANCHORED BEACH UMBRELLA
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BACKGROUND OF THE INVENTION

[0001] Beach umbrellas are used to create an area shaded from the sunlight beneath the umbrella canopy. They are particularly useful for bathers at a beach or swimming pool, where there is generally a lack of trees or roofed structures to provide shade. Because a bather's skin is largely exposed, there is a greater need to provide 10 protection from harmful ultraviolet rays, which may cause sunburn or melanomas. The shade and shelter provided by a beach umbrella is also useful in protecting a bather's valuables and shielding perishable items from direct sunlight.

[0002] The principal problem with beach umbrellas has been finding a means of securely anchoring them in the ground. Lack of secure anchoring places a limit on the 15 size of the umbrella canopy that can practically be utilized, since larger canopies are heavier and more vulnerable to gusts of wind. Lack of secure anchoring also makes it impractical to utilize mechanisms for tilting the umbrella canopy in the direction of the sun so as to maximize the shaded area.

[0003] Previous attempts to address this problem have utilized anchoring devices 20 which must be manually inserted or buried in the ground. Such devices are disclosed by Beiter, U.S. Patent No. 2,209,504, Pesaturo, U.S. Patent No. 2,759,486, Webb, U.S. Patent No. 4,756,129, Alexander, U.S. Patent No. 4,803,812, Padin, U.S. Patent No. 4,850,564, Robinson, U.S. Patent No. 5,199,361, Buttimore, U.S. Patent No. 5,636,944, Doreste, U.S. Patent No. 6,328,046 B2, Hollenbeck, U.S. Patent No. 6,354,554 B1, and 25 Girard, U.S. Patent No. 6,412,748 B1. However, each of these references suffers from